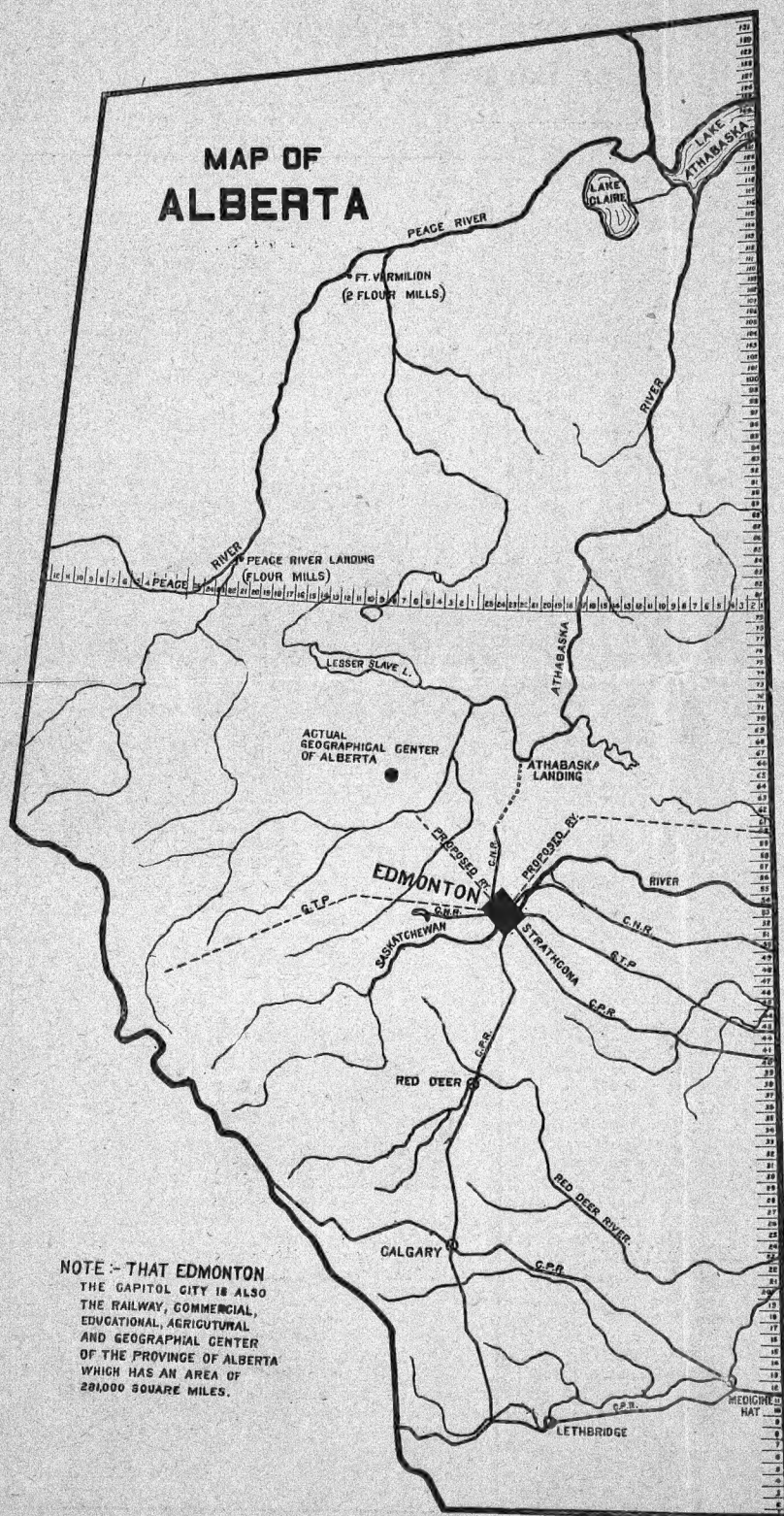


EDMONTON

THE GATEWAY TO THE PEACE RIVER AND GRANDE PRAIRIE COUNTRIES

1911



ALBERTA'S CAPITAL CITY



Note the
General
Location of
Edmonton.

Learn why it is
Becoming the
Great Centre of
Attraction.

Read the
Facts given
In this Booklet.

Mark how
Others find it
Wise and
Sound Policy
To Invest in
Edmonton
Properties
Now

The
Radial Realty
Company, Limited
McDougall Court
EDMONTON

Analysing the Causes

For Edmonton's Phenominal Growth and the strong
Demand for Edmonton Property

The Opportunity awaiting Investors of
Small or Large Sums

Figures that do not lie, graphically portray the reason for the present influx of men and money to Edmonton.

Irrefutable comparisons, showing the rise in land values, are factors in an expansion great beyond all expectations.

Those who make a business of buying and selling and generally dealing in real estate in Edmonton, without exception, plant every surplus dollar into more real estate. That is the verdict, expressed in actual practice, of men who are trained experts in buying land. It is the verdict also of scores upon scores who have visited Edmonton from many different parts of the globe. They come, they see, they are conquered by the indisputable facts confronting them at every turn, facts which clearly indicate the great expansion immediately ahead of Edmonton.

What is Edmonton To-Day

Edmonton is the capital city, the geographical, commercial, educational and agricultural centre of Alberta, whose area is well measured by the following comparisons:

	Square Miles.
Alberta.....	253,540
Great Britain and Ireland.....	121,391
France.....	207,054
Germany.....	208,790
Austria-Hungary.....	241,433
New England States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, New York, Connecticut, New Jersey and Pennsylvania.....	165,745

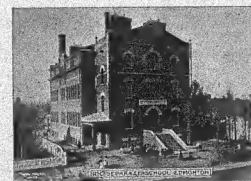
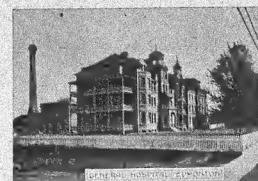
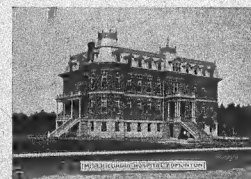
Of all this land only about one per cent. of the arable area has been brought under the plow. The total available for agriculture is about one hundred million acres of good fertile soil. Edmonton is the natural and geographical centre of all that land. She is the meat-packing city, with five plants already established. She is surrounded also with immense coal deposits and, as if nature could not be too liberal, petroleum has now been found not far to the north.

Population

Edmonton to-day has a population estimated at more than 30,000. In 1906 it was 11,167. With the present land, coal and oil rush she bids fair to grow into a vast metropolis in less time than any city in the history of this continent. Business men, journalists, financial experts, magazine men after visiting Edmonton from all points of the compass, have been impressed with that one great truth and they have not hesitated to state their belief in strong and decisive terms in public speeches and public press. Such staid journals as the New York Commercial and the London (Eng.) Economist have published articles to this effect, and quotations from them are reproduced on another page. Edmonton, then, by universal consent will shortly (not in the dim future but shortly) be a great metropolis.

Railway Extensions

The vast railroad extensions now under way and involving around sixty-five millions of dollars are not for the accommodation of existing thousands, but for that of the immediately-coming tens of thousands. Those at the head of large railroad corporations are not apt to make mistakes in this respect. Their long experience and the vast array of information which their organizations gather for them have evidently crystalized into the sentence, "Prepare for the great rush into Edmonton and district."



Local Demand Great

Not only, as stated above, do the real estate men invest every spare dollar in Edmonton property, but men and women in all walks of life are buying properties on the easy payment plan. Lots now at \$100 to \$300 are extraordinarily good buying.

Outside Capital

The books of the bigger real estate firms of Edmonton show that individuals and syndicates in England, France, Belgium, the States, and other countries are buying heavily. It is the hope of reward. It is the knowledge that first come are first served. That induces these business magnates to invest in Edmonton rather than in the gilt-edge securities available in their home cities. Such men have accumulated their wealth by shrewdness. They are not the kind to sink large sums in vain. They have ascertained by personal investigation and through their agents just what the actual conditions are. Upon that knowledge they have acted and are acting.

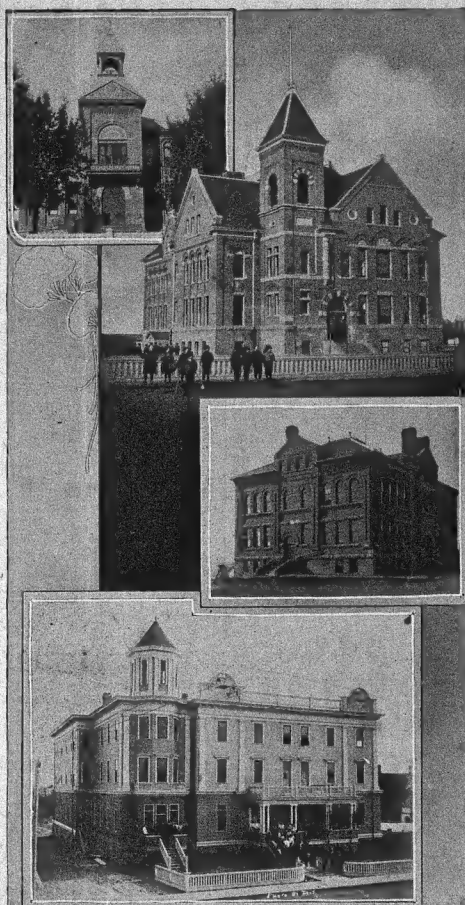
The Small Investor

If the large capitalists are satisfied that \$50,000 or \$100,000 will yield a handsome return here, the man with smaller means surely should not have any scruples about trying conclusions with the few hundred he may have available.

Instances are not rare when laboring men have purchased lots here for \$200 or so and soon made a handsome profit. There is yet time and opportunity for similar results.

The Agent's Responsibility

When remitting to any firm at a distance the investor likes to feel that there can be no doubt as to the safe arrival of the money and of its use for the purpose intended. You will note in the application form in the booklet that you are shown how to safeguard yourself in this respect. If you follow these directions no loss can occur because your cheque or order can be cashed by the Radial Realty Company Limited only and only at the Traders Bank of Canada, Edmonton. This bank must in this way receive your money until you have made full payment, and then the title deeds will be mailed you by registered letter.



Items of Recent News are Strong "Pointers"

PALATIAL HOTEL

Grand Trunk will erect Palatial Hotel on site Overlooking River

Plans for the erection in Edmonton of a palatial hotel similar to the Empress Hotel of the C.P.R. at Victoria were laid before the city council, at a special meeting yesterday by D'Arcy Tate solicitor, and W. P. Hinton, travelling passenger agent, of the Grand Trunk Pacific Railway company. The company proposes to build a hotel costing approximately a million dollars, on the site at the brow of the hill on McDougall Avenue which they now hold under option.

The negotiations with the city follow the announcement made a few days ago from the head office of the G.T.P., that the company would build large hotels in Regina and Edmonton. Yesterday's meeting of the city council with the officials of the railway company was held privately, representatives of the press being excluded. The concessions which the company proposes to ask from the city were placed before the council, and after a brief discussion the council decided to adjourn till five o'clock in the afternoon to consider the proposals made.

If the company's proposition meets with the approval of the city council it will be submitted to the ratepayers.

Mayor Armstrong stated to the Bulletin in afternoon that the terms of the railway company, were, in his estimation, quite reasonable, and he expected that they would meet with the approval of the majority of the aldermen.

The site on which the Grand Trunk Pacific proposes to build the big hotel is now occupied by the Travis-Barker Exchange Mart and the Grand View Hotel, and has a frontage of 400 feet on McDougall Avenue.—*Edmonton Bulletin*, April 5th, 1911.

Capitalists of Orillia, Ont.

Invest Heavily in Subdivision

One of the largest real estate deals of the year was put through yesterday when J. J. Thompson and Geo. W. Clark, of Orillia Ontario, purchased from the Magrath-Holgate Co., Ltd., all the, unsold portion of the City Park annex, comprising 823 lots, for \$125,000. The City Park annex, which originally consisted of 1,152 lots, lies north-east of the Exhibition grounds, bordered on the south by Alberta Avenue and on the west by Norton street, up which the street cars run to North Edmonton. On the north the subdivision is bounded by the property of the Swift-Canadian Company, and on the east by the City Park annex addition. The lots are 33x123. The price paid is approximately \$150 per lot. The purchasers of this property are well known Ontario men. Mr. Thompson being the head of large lumbering interests, and Mr. Clark the public magistrate of Orillia. They have been in the city about a week and made the purchase after a careful survey of the situation.—*Edmonton Bulletin*, April 5th, 1911.

Within One Week Over 100 Oil Companies Register

One hundred oil companies, total capitalization \$1,000,000, total incorporation fees paid \$1,600, time one week.

This is the sum total of the rush to organize and incorporate oil companies to develop claims in the Morville oil fields which has been going on for the past week or more.

All of these companies, save five, have been incorporated within the past week. The rush started just a week ago, when within 24 hours, a total of 60 companies were incorporated. These were followed with several new companies every day, until yesterday the total had reached over 90. The total is today just about 100 companies.—*Edmonton Capital*, March 20, 1911.

Capital Attracted from all parts

Arthur Hawkes in "Canada West Monthly"

Arthur Hawkes, in "Canada West Monthly," Sept. 1910:

The eminence of Edmonton was assured from the beginning. But it was slow in coming.

This summer finally established Edmonton as a railway center of the first quality.

No such programme of railway building has been made for any western city in one year. The programme is as reasonable as the proposition that two and two make four.

The plow is preceding the locomotive all the time. I have had access to figures which show that the increase in passengers carried over the two "Horns" from Edmonton were four times as many during 1908 as during 1907. The inference is obvious. The trail of the future is clearly blazed; and when more tracks are laid we shall become acquainted with the real north-west, of which Edmonton is now the toll-gate and will presently be the metropolis.

Coal Operator of Vancouver and Spokane talks of Coal Resources

Vancouver, Feb. 15.—An ample supply of coal for railway and other purposes in all Western Canada is assured for centuries to come, according to Mr. Andrew Laidlaw, a well known coal mining operator of Spokane, who is at the Hotel Vancouver.

Mr. Laidlaw arrived from Edmonton, where he attended the annual meeting of the Jasper Park Collieries, Ltd., owning 10,240 acres of coal lands in Jasper National Park, in the foothills of the Rockies, near the entrance to Yellowhead Pass. Development work on the property has been in progress since last May. It was decided to install a large plant next summer. The main line of the Grand Trunk Pacific Railway will run only 375 feet from the main tunnel now being driven on one of the coal seams, six of which, varying from four and one-half feet to twelve feet in thickness have been traced through the claims for eight miles.

Mr. Laidlaw is president of the company, his fellow directors including Mr. R. P. McLennan of this city; Mr. Jas. Carruthers, a Montreal millionaire grain exporter; Mr. D. C. Cameron, owning sawmill interests in Vancouver, and Mr. J. L. Cote of Edmonton, vice-president. The superintendent is Mr. R. H. Morris, M.E., who also fills a seat on the board.

"By the middle of next summer we will be in shape to mine 500 tons daily. Development has been in progress since last May," said Mr. Laidlaw to a representative of the Province.—*Edmonton Capital*, Feb. 17, 1911.

Millions Invested in New Companies

The incorporation of 78 companies with an aggregate capital of \$9,366,000 is announced in the last issue of the Alberta Gazette. Of this number 61 are oil companies, capitalized each at \$10,000. The Prairie Fuel and Gas company is capitalized at the highest figure, \$80,000. The Commonwealth company, Limited, is capitalized at half a million dollars and the People's Coal Company at a quarter of a million.—*Edmonton Bulletin*, Mar. 6, 1911.

New York "Commercial" Publishes Report by Expert who Visited Alberta Last Fall

The New York Commercial, in an article reviewing the progress of Western Canada and the prospective development of the western half of the Dominion, says in a recent issue:—

Before 1920 the four Provinces of Manitoba, Saskatchewan, Alberta and British Columbia will have a population of at least ten million. Having personally visited the most important districts of these Provinces and carefully studied the changes and developments that are in progress, I make this prediction boldly. It is not a vagary of an optimist, but based upon astonishing facts that confront the investigator wherever he turns. It is impossible to consider the every-day occurrences in this region without reaching the conviction, logically and practically, that this prediction is entirely within the range of attainment.

Alberta's Resources

Alberta will supply more coal than there is in Indiana, Illinois, Iowa, Wyoming and Colorado; the vast interests of mines and mining throughout the Western States will be repeated in British Columbia and Alberta; the timber interests of Oregon and Washington will be surpassed; Colorado and Washington will lose their prestige in the production of apples and hardy fruit; the greatest fisheries in the world will be here.

Spokane Capitalist

Organizing Million Dollar Cement Company Gives Impressions of Edmonton

Northern Alberta as the Mecca of the international capitalist was the subject of an interview granted a Capital reporter last evening by Allan Haynes of Spokane, Washington, newspaper man and promoter of industrial enterprises, who is on his first visit to Alberta and the West, and is at present in the city for the purpose of organizing a \$1,000,000 cement company. Mr. Haynes has other projects in view and will remain in the city for several months in connection with proposals for the development of the mineral wealth of the north, in which a large amount of American capital will be employed.

The new company, preliminary steps towards the organization of which were taken at a meeting in the parlor of the King Edward Hotel this morning, will have a capitalization of \$1,000,000, of which \$250,000 will be subscribed by local capitalists. It will be adequate to a production of 1,000 barrels of cement per day from the outset, and the payroll will average not less than \$10,000 per week. The company will be entirely independent of the Canada Cement Co., the cement trust which has during the past ten years been active in acquiring plants throughout the Dominion, and tending to monopolize the cement industry.

Last year some 400,000 barrels of cement were used in Edmonton and district, and the production of the new plant will be of such as to well-nigh meet a demand as large as this.

At the meeting in the King Edward Hotel this morning, twelve of the most prominent of Edmonton financial and general business men, were present.

Mr. Haynes outlined the steps towards the formation of the company, and of the citizens present six were appointed an organization committee. This committee will meet this afternoon to discuss details in connection with the formation of the company.

Says Climate Splendid

"While I was aware of the phenomenal development of Western Canada during the past few years and have learnt much of the character of your north country," said Mr. Haynes to the Capital last evening, "it was not until I actually found myself in Alberta that I realized to the full how great those possibilities are. Naturally the first thing that impressed me was the equality of your weather. Within the past three weeks I have travelled 1,500 miles northward, and I have found weather conditions changing for the better throughout my journey. Three weeks ago I made a 100 mile trip in California, driving through five feet of snow. To the people of the States it is difficult to realize that lying as you do in Edmonton at a latitude more than six degrees north of the international boundary, you may enjoy a climate that many American cities might envy.

Development Huge but Sound

Mr. Haynes made a comparison of the development during the past few years of the cities of Western Canada and those of the United States, and expressed the opinion that the lines upon which Canadian development is taking place are in the main safer than those followed in American cities.

For some years past he has made his headquarters in Spokane, Washington, where he founded the "Inland Herald," eighteen months ago. Speaking of the American city which has shown such remarkable growth during the past half decade, he expressed the opinion that Spokane has been overdeveloped.

"In Western Canada," he declared, "there is a combination of British conservatism with American enterprise, and result is such as to provide the best possible basis upon which national development can take place."—*Edmonton Capital*, March 22, 1911.

Financial Organ advises Investment in Edmonton

The London, Eng., "Economist" of Oct. 15th, 1910:

Edmonton is a great railway centre. Edmonton is the capital of the Province of Alberta. It is a singularly pleasing place, occupying a picturesque situation on the high banks which overlook the beautifully wooded valley of the Saskatchewan. Though boasting a population of only 25,000, the city confidently expects to have a population of three or four times that number within the next few years, nor, in the judgment of your correspondent, is it likely to be disappointed. For besides being the center of a fine mixed farming district there is also an abundance of lignite coal of high grade underlying the city, and any industries established at Edmonton are protected against competition by a very long railway haul from the nearest manufacturing centers.

The far north, however, forms but a portion of the district of which Edmonton is the distributing point. In addition thereto about 50,000 square miles of fertile country, now partially settled and capable of supporting a dense farming population, look to this city as their commercial center.

As the city is surrounded by such fine mixed farming and dairying lands, it is natural that it should have developed into a great meat packing center. There are already five packing establishments, the principle one of which was erected by a leading Chicago firm of meat packers.

British Capitalists

Are Coming

British capitalists among whom will be Sir Edward Tennant, a brother-in-law of Premier Asquith, will visit Edmonton shortly. They will come west in the private car "Canada" over the C.N.R. lines from Toronto, and will afterwards go to the coast.

The party is being conducted west by Aemilius Jarvis, the well-known financier of Toronto, for the purpose of looking into investments in Edmonton and other cities in the west.

The party includes Sir Edward Tennant, Messrs. J. Leigh Wood, member of the London financial firm of Brown, Shipley & Co., F. R. S. Balfour, of the financial firm of Rowe & Fritman, Ernest Anson, M. Inst., C.E., prominent mining engineer, Walter Hargraves Brown, son of the head of the firm of Brown, Shipley & Co.—*Edmonton Capital*, March 23, 1911.

Toronto Merchant

Enthusiastic

"I would sooner take my chances in Edmonton than any other city between Winnipeg and the Coast," said James Ryrie, to the Bulletin, Friday morning.

Mr. Ryrie belongs to the firm of Messrs. Ryrie Bros., of Toronto, and he is taking a trip through the west to look after some investments in Vancouver, came by way of Edmonton to take a look around as to possibilities.

"There is no doubt about it that when the Peace River country is opened up Edmonton's future is assured. Yes, Edmonton's growth has been slow, but with the completion of the railroads a rapid forward movement should begin."—*Edmonton Bulletin*, Jan. 28, 1911.

Every Day Signs of the Rush Multiply

Houses Scarce

Hotels Packed

With scarcely a house to rent in the entire city, with the hotels all full to capacity, and with hardly an idle laborer in the city who has not the prospect of a job in a very short time, Edmonton is experiencing a spring prosperity at present which has been unequalled in the spring of any previous year.

The fact that there is scarcely a house for rent in the city is evidence alone of the numbers of people that have come to the city in the past few weeks looking for homes. Never before have houses been so scarce in Edmonton.

Last week one house to rent had 50 applicants. Dozens of families are now hunting the city high and low for homes, families which have recently come to the city.

This condition will be relieved somewhat as the spring opens up and building of residences proceeds.

At least \$2,000,000 worth of residences will be required to be erected in the city this summer to fill the demands that will crop up for homes before next winter. That is believed to be a conservative estimate.

A visit to the city hotels during any day last week and this morning, displays the fact that the transient travelling traffic through the city is becoming to be enormous. There is not a hotel in the city to-day that is not filled to its capacity, and some of them are turning people away. It is necessary to secure rooms several

Settlers Pour Into City

Settlers are beginning to arrive in the city by the hundreds. The Canadian Northern train into the city yesterday morning had 14 coaches and many of the passengers were incoming speculators or settlers. To-day's C.N.R. is 7 hours late because of the heavy train and traffic. The Grand Trunk Pacific trains are equally crowded and are bringing in numbers of settlers.

The land office was crowded with land seekers this morning, most of them after information. About 25 homesteads were filed during the morning.

Chief Publicity Commissioner Hotchkiss reports that parties of settlers are starting every day for Edmonton from Montreal, Toronto, Michigan, Montana and other parts.

They will not wait for the excursions which the publicity department will bring west on April 4th. They are too anxious to get on the land. Hundreds of old-country people are also coming. —*Edmonton Capital*, March 27, 1911.

days in advance to be sure of accommodation.

Some of the hotels are contemplating additions this summer. It is altogether probable that one or two of them will put up substantial additions to accommodate the increasing trade.

The employment bureaus have jobs for every idle laborer in the city. The indications are that the coming summer will be the busiest ever experienced in the history of the city. —*Edmonton Capital*, March 20, 1911.

90 Townships Opened Up

With the opening of ten townships in the Edmonton land district about May 1, ninety townships in all will have been opened for homesteading this year in the district served by the Edmonton Dominion land office. This does not include the Peace River, and Grande Prairie country, where several more townships have been thrown open for homesteading to the settlers who are going north this year.

The first 65 of the 90 townships were thrown open on February 26, and the second batch, consisting of 15 townships situated north, north-west and north-east from Edmonton, was thrown open a week ago, after having been advertised for the required thirty days. The remaining ten townships will be advertised for the first time about April 1, and will be thrown open for settlement one month later.

Scarcely a day passes during which the land office counter is not crowded from morning till late in the afternoon with land seekers who purpose locating in the Edmonton district, and the activity is increasing daily. Nothing that could be termed a rush has occurred as yet, not even when the 65 townships, containing some of the best land to be found anywhere in the Edmonton district was thrown open on February 26.

"The land seekers seem to realize that there is plenty of land to be secured in the unoccupied sections of the Edmonton district and that there is no reason to hurry," said Land Agent McKenzie to the Journal this morning.

"The only time when there is reason to anticipate trouble through a rush is when a homestead is thrown open in a thickly settled

Edmonton at Doorway of New Empire

The first arrivals have reached this city and the immigration year of 1911 is just opening up.

This is the year for which Edmonton has been waiting since ever there was a white man in the whole of the west.

The settlement of the prairie region, which commenced in the Mississippi valley nearly three quarters of a century ago, has been pressing steadily toward the north and west ever since, closing up behind it access to free land and establishing a civilization as it advanced.

Last year the main front of the line of settlement had reached the Saskatchewan. To the east and south there is practically no more free land. To the north and west there is nothing but free land. Edmonton sits at the doorway of the next empire in the line of march, the last best west.

Commencing from this month of this year Edmonton becomes the hub and centre of the greatest drama of development that the world has ever known. —*Edmonton Capital*, March 20, 1911.

section of the country and there are three or four keen aspirants for the quarter section," he continued.

Settlers who located their homesteads last year are busy making preparation to develop their claims. A large number of permits to cut timber are being taken out by settlers who require building material, as many as fifty having been taken out in one day. —*Edmonton Journal*, March 21, 1911.

Calgary Paper on Wholesale Trade

Predicts Enormous Expansion of Edmonton

What appeals to a man most when he has money to invest in a city is the question: How did the city come there, and what is behind it? Better perhaps than a prejudiced report by an Edmontonian, the appended history of the development of Edmonton's wholesale trade and the consequential effects of it upon all real property in the city, is presented. It is gratifying to note that the entire extract is in the form of a bouquet by our sister to the south, Calgary, since it all appeared in a recent edition of the *Western Canada Trade Gazette* of Calgary. It is as follows:

Smith & Jones, General Merchants, Wholesale and Retail Dealers in Groceries, Dry Goods, Clothing, Crockery, and Hardware. Highest price paid for furs.

That was the kind of announcement by which the representatives of wholesale trade, as it existed in Edmonton up to a short ten years ago, were in the habit of intimating to the public their facilities for doing business. Such jobbing trade as there was, was done by the big retailers. These enterprising pioneers of Edmonton's distributing trade, owing to the high freight rates on L.C.L. shipments, were compelled to bring in their goods from eastern commercial centres in carload lots, and owing to the slowness of the freight service to order their goods far in advance of their requirements. In consequence of these conditions, it was usually necessary to carry very heavy stocks, vastly in excess of what would now be considered warranted by their volume of trade. As a rule they were badly over-

stocked with many lines, and out of stock in as many others "until our car arrives."

In those days the shipping of orders by rail was a thing unknown. Practically their only wholesale customers were the Indian traders, both white and half-breed, who bartered with the Indian hunters and trappers at interior points. Even in those days, Edmonton's distributing trade, though thin in volume, reached out over a vast empire. These traders came in from as far as Jasper Pass on the West, from old Fort Pitt, Onion Lake and Battleford to the east, and from the north they came untold distances.

Such railroad service as we had in those days did not lend itself readily to the development of Edmonton's distributing trade. A mixed train crawled three times a week each way over the 192 miles of ill-ballasted, light-steeled line between Calgary and South Edmonton, as the hamlet which has since become the city of Strathcona was then called. As the through rate to Edmonton was the rate to Calgary plus the local rate from Calgary to South Edmonton, plus the cost of teaming across the Saskatchewan, it was not practicable to ship back to points south, so that trade was practically confined to points reached only by wagon, pack train or boat.

There was practically no change in these conditions until the approach of the Canadian Northern railway, designed to give Edmonton direct connection with Winnipeg, became imminent. Without waiting for its actual arrival, the Canadian Pacific railway anticipated the inevitable, and put into

effect a new tariff, making the rate to Edmonton the same as to Calgary. That was five years ago, and may be said to mark the birth of Edmonton as a wholesale centre in the modern sense of the word.

Not only could Edmonton merchants now compete southwards, dividing with Calgary the large trade that had developed along the Calgary and Edmonton railway, but settlers were rushing into the rich agricultural country to the eastward along the line of the Canadian Northern, and there had suddenly come into existence a score of new towns which looked to Edmonton as their wholesale centre. Conditions were rapidly changing. A few wholesale houses had established; the large retailers were relinquishing their pretensions as jobbers and were confining their attention to their retail trade. Since then Edmonton's distributing trade has developed with extraordinary rapidity.

In a small brochure published in Edmonton towards the end of 1905, which I have before me, the boast is proudly made that "Edmonton now has five wholesale houses, and two large eastern manufacturing concerns are arranging for wholesale distributing depots here." In the short period that has since elapsed since these five wholesale houses have increased to nearly fifty, and at least two hundred eastern factories are carrying wholesale stocks here in the hands of brokers or distributors. In industrial enterprise similar progress has been made and there are now about fifty industrial concerns in Edmonton shipping their products to surrounding territory.

At the close of 1905 Edmonton's

distributing trade had reached the proud total of something like three million dollars a year. A recent careful estimate places it at between 20,000,000 and 25,000,000 at the present time. After the advent of the Canadian Northern railway in 1906, there were in operation in the territory commercially tributary to Edmonton 237 miles of railway. The mileage has now increased to some thing like 875; 455 miles additional are now under construction and there is every reason to expect that work will be commenced next season on further branches aggregating at least 570 miles.

What of Edmonton's wholesale trade in the future? Will the figures I have just given in regard to Edmonton's present trade look five years hence as funny as those so proudly given five years ago look now? Yes, I think they will. There is every reason to believe that the present rate of expansion will be kept up, and even considerably accelerated for several years to come.

The statement has at different times been made, apparently with every justification, that the territory commercially controlled by Edmonton contains a greater area of land known to be rich agriculturally than is contained in territory controlled by any other city on this continent. There would appear to be considerable in this claim.

Leaving out of the question all timber and mineral resources, and the districts not yet properly explored, which may or may not be valuable agriculturally, there is

(Continued on page 10.)

Railroads all Hustling

Enormous Expenditures

Now comes forward the Grand Trunk Pacific with the announcement that their programme for this year calls for the expenditure of \$17,000,000 on new lines and branches in the west.

Taken together with the \$34,000,000 to be spent by the Canadian Pacific and the \$14,000,000 to be spent by the Canadian Northern, this means that the total expenditure on railway construction this year by the three big roads will total \$65,000,000.

No such programme of construction and extension was ever undertaken in any one year in any part of the North American continent or any other continent before, and the fact that it is planned gives some idea of what the big roads look for in the west in the immediate future.

Undoubtedly Western Canada is entering upon an era of development the like of which has never before been seen in the history of the world, and it is comforting for those who have pinned their faith to Edmonton to know that this city will be in the very centre of the scene of activity.—*Edmonton Capital*, March 22, 1911.

The first through passenger train over the new Canadian Pacific short line from Winnipeg to Strathcona via Wetaskiwin and Hardisty will run into Strathcona on June 4th.

As predicted in the Capital a short time ago, this new route which is the only direct route from Winnipeg to Edmonton that the C.P.R. has, and which will give a 35 hour service between the two points, is to be opened for passenger traffic this spring, and it is now officially announced that the first through service will go into effect in June.

The new road has only been completed a short time. It gives the C.P.R. a short route from Winnipeg to Edmonton via Saskatoon, which will make it possible for the railway company to run a through train right from Winnipeg on a 35 hour schedule, or better. This will be a competing line with the Canadian Northern and the Grand Trunk Pacific.

The new route is shorter than the present C. P. R. route from Winnipeg via Calgary by over 200 miles. When the proposed cut-off from Hardisty is built this year it will make the route still shorter by another 40 miles or so.

When the high level bridge at Edmonton is completed a through daily service will be run right from Winnipeg over this new route into the city.—*Edmonton Capital*, March 24, 1911.

Calgary Paper Predicts

(Continued from page 9.)

enough land, known to be valuable for farming purposes, within the territory in which Edmonton wholesale houses are controlling the trade, to cover the entire map of Great Britain, or to make three such states as New York, Pennsylvania and New Jersey. In addition there is a vast area of unknown agricultural value, but known to be rich in other natural resources. On the Athabasca river to the north lies the most valuable timber area in Alberta, as well as great deposits of tar, oil and vast supplies of salt, all of which are likely to be made available in the near future by the building of railway facilities.

To the northwest lies the great Peace River Country, rich both in agricultural resources, minerals and timber, the opening of the development of which cannot be much longer delayed. With the very first announcement of definite assurance of railways in that country there will be such a rush of settlement as has rarely been witnessed in any portion of the west.

All about Edmonton and away to the westward as far as the foothills lies the greatest coal area in Western Canada. Up to the present time scarcely any attempt has been made in the way of development of this tremendously valuable resource. Sufficient coal has been taken out to supply the consumption of Edmonton, Strathcona and other nearby towns, and a small amount, amounting to less than two hundred thousand tons per year, has been shipped to points on the prairie farther east. This, however, is only a tithe of what might be accomplished and we are now on the eve of vast development in the coal industry. Within the past 12 months no less than six or seven large companies, very strong financially, have become interested in coal propositions, and already two of these have commenced development with a view to production on a large scale in the near future. A number of great coal camps will grow up within the next two years, the trade of which will be tributary to Edmonton.

Over the provincial boundary in British Columbia, there are great possibilities of development, to a certain extent in agriculture and fruit growing, but more probably in industrial lines, such as lumbering, coal and other mineral development. The trade of all this district will also be handled by Edmonton wholesalers just as soon as the Grand Trunk Pacific company are able to get their next division into operation, which will be either at the end of 1911 or beginning of 1912.

In that part of Edmonton's distributing territory already developed there is room for and is taking place very rapid further development. During the past summer more farmers have come in to buy land than in any three years in the past, and from correspondence now being received it is evident that next summer and the succeeding years will show even greater influx. In outlying districts, the agent of Dominion Lands at Edmonton reports that his office has been taken homestead entries at the rate of 550 per month.

Contemporary with the development referred to above there will unquestionably take place a corresponding expansion in transportation facilities, and there can be no question as to the great expansion that will take place in Edmonton's distributing trade. The facilities for such expansion are already at hand. All three of the great transcontinental railway systems are already represented here insuring keen competition and effective service. There are already branch lines radiating in many directions, and many more are in sight. Arrangements in regard to yard facilities, etc., with the city make ample provision for spur track, etc., and there will be sufficient accommodation in this way to meet the requirements of a vast metropolis.

In this connection the development of traffic carried into Edmonton by the railways may be of interest. When the C.N.R. came in, in 1906, with a line 213 miles shorter to Winnipeg than the C.P.R. it was confidently predicted that they would get a big slice of the C. P. R. business. Yet that year the C.P.R. carried much the heaviest volume of traffic into Edmonton that they

Richest Country in world

Seattle Man's Verdict

A party of surveyors, representing Seattle speculators, returned to the city yesterday from an extended trip up north where they made an exhaustive analysis of the country, going as far as a point 2,600 miles from here. They have been on the tramp since October 8, 1908.

One of the surveyors, named Smart, who gave an interview to a Journal reporter stated that all along the Athabasca, McKenzie and McLeod rivers there was all sorts of evidence of oil, petroleum and coal oil. He said:

Peat is There.

"There is a good fuel burning peat from Fort McMurray to Fort Smith and there is oil bearing land all the way from Pelican Portage to Smith Portage, 1,000 miles north of here. The whole country on each side of the river is capable of agricultural development of the highest kind and equal to the very choicest land around Edmonton and the Clover Bar district.

"Around Fort McMurray are veins of coal and anthracite which are capable of producing good fuel for this country for 100 years to come.

Abundance of Power.

"Also there is sufficient power in the Grand Rapids of Athabasca river to produce power to light and heat the city of Edmonton for ever at only a small cost of establishing a dam there.

"We travelled through country from Fort McMurray to Clearwater river where it was up to your head in pea vine. There are also large deposits of antimony and aluminium. I confirm everything that Jim Cornwall has said about the country. I have travelled through Central Africa and Russia and in parts of Australia, and I want to say that the country north of here is the richest in the world. If railroads are put through this country it will make Edmonton a metropolis equal to Chicago. I have been surveying for 20 years and I know what I am talking about."

None of the party would say what the ultimate outcome of the trip north would be. Parties of surveyors are being sent out of here nearly every week for some point north to stake out claims on land where the choicest minerals abound.—*Edmonton Journal*, March 7, 1911.

Edmonton Assured

a Banner Year

That this will be the greatest year in the history of the city's structural development is clearly indicated by the permits being taken out daily at the building inspector's office. Already permits for nearly half a million dollars worth of buildings have been issued and the construction of a large number of these has been or will be in the near future, be commenced. The architects of the city report that never before have they had so much work and a summary of the prospects indicates that close to five million dollars worth of buildings will be erected in the city within the next twelve months.

Of this sum at least one half will be expended in the construction of business blocks while the remainder will be used for residences. The building is not confined to any special area but extends to every portion of the city.

Another important feature is the fact that of the large number of structures which are being planned there is less than ten per cent. of them which are not already contracted for and the majority of these are residences. Practically every business block, which it is proposed to erect, is leased from one to ten years while those who are building residences have clients in view who will take them over before the plaster on the walls is dry.

With the expenditure of five millions on building coupled with the large sums which will be laid out by the city in various classes of construction work, the building of hundreds of miles of railways, all of which will be directed from this city, the construction of the high level bridge, and the hundreds of smaller enterprises planned, it would appear to be written that little short of an earthquake can prevent 1911 and 1912 being registered as the most prosperous years this city has ever witnessed.—*Edmonton Capital*, March 28, 1911.

New Coal Companies

Two large new coal companies, capitalized at \$250,000 each, and which will develop rich coal areas on the Grand Trunk Pacific in the Yellowhead Pass, have been incorporated within the past few days at the provincial buildings.

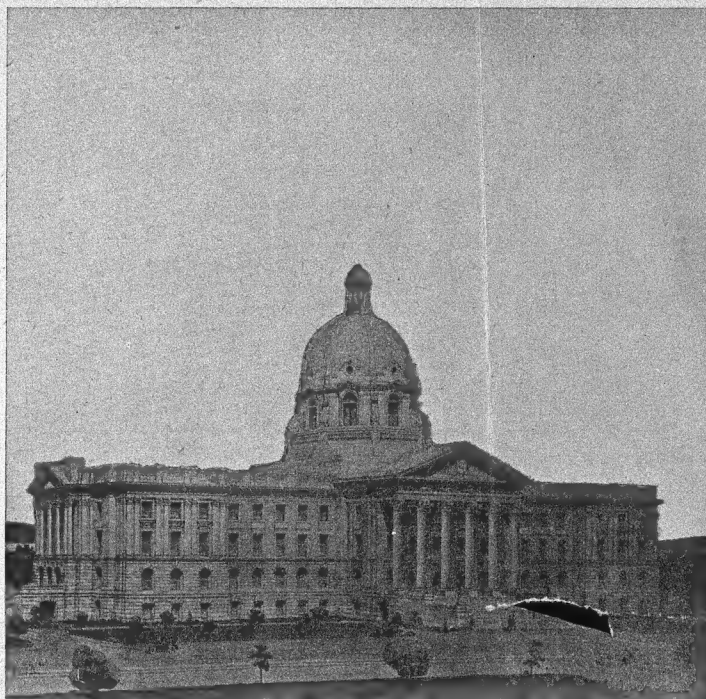
The companies have been promoted by Andrew Laidlaw, the Spokane millionaire, and are named the "Domestic" and the "People's" respectively. The companies control large coal property west of Edmonton in the Yellowhead Pass, and development of this property will commence this summer.

Mr. Laidlaw is the head of the Jasper collieries, a Spokane company, which owns coal property in the Jasper Park.

Some idea of the immense development in coal lands which is to take place within the next few years west of Edmonton, is given in the fact that scarcely a day goes by without the organization and incorporation of a new coal company at the provincial buildings. Several new companies have been organized since the first of the year.

Dawn of To-morrow Has Risen

Recapitulation of Facts Well Stated in Journal



PARLIAMENT BUILDINGS, EDMONTON

A Noble Pile Occupying Ideal Site Overlooking the Saskatchewan River

The man who a few short years ago could have foreseen Edmonton's future would today have been a millionaire. Despite the calumny of carping critics the town has forged ahead from a population of 2,600 to what we are undoubtedly entitled to by a new census of 35,000. A few years back Edmonton was a name associated with a waste of land whose soil properties and mineral contents were rudely scoffed at. When the first railroad entered this city five years ago the doubting Thomases believed that an avenue of transportation had been opened with the polar regions. Then and occasionally now, Edmonton is classed with the country of low temperatures, polar bears and Esquimaux. Thanks to newcomers who have weathered a winter here the east is gradually learning that the climate here is milder, more healthful and less frost biting than elsewhere. In fact some easterners have gone so far as to state that winter here is no worse than in Ontario or any other place where winter is one of the seasons of the year. Sure it is that winter has never worked any untoward hardships on residents here. When the cold weather sets in we have sleighing and skating for that part of the year which is allotted winter by the calendar. There is no rain one day, snow the next, blizzard another, mushy still another and so on. It is just plain regular winter weather that comes when it is scheduled to come and goes when spring arrives.

Beautiful Summer.

And the summers. Who has spent a summer in Edmonton that he would exchange for a similar period of time spent elsewhere? When Ponce de Leon went to Florida he said he had found the elysium wells or the fountain of youth. How unfortunate for the poor man that he couldn't have found his way

to Edmonton where man keeps the Sabbath and his youth inviolate. Of course no trail was blazed as far as this at that time. But thanks to a Divine Providence that renders unto man and locality alike their just dues, all roads lead to Edmonton now. Not for nothing did nature warm the soil hereabouts for ages to enrich it beyond the dreams of avarice, in verdure and fertility. The very air is filled with romance as one stands upon the bluffs and looks down the canyon of the Saskatchewan river and contemplates the grandeur and picturesque beauty that has so long been held from the enjoyment of man. How romantic also must have been the thrills of the Indian maiden in this environment when she was wooed and won along the banks of this majestic stream. Let not the crude hand of the reporter mar this scenic beauty by any garbled descriptions. In this devout locality a poet could grow a mop of hair seven feet long and write a poem that would immortalize Edmonton to eternity.

However, let not a little facetiousness confound the reader with Edmonton's position, her prestige, her wonderful rise and glorious future.

When Christopher Columbus got the nudge that there was land beyond the large waste of water which in those days was believed to hide the jumping off place he carried his idea from court to court and became the general laughing stock of Europe. His pleadings finally touched the heart of Queen Isabella of Spain and history is now replete with stories of his famous voyage. And so it has been with Edmonton. The early settlers who found the land of promise returned with wondrous tales but found no listeners. The years went by and with them have gone the skeptics who have so long withheld from Edmonton her just dues. For years

travellers who made the west on their trips are wont to gather in the smokers on the through lines from Toronto to Vancouver and discuss the relative importance of the cities in the western provinces. None of them ever came here, none of them ever had a good word to say for the city and a byword in the discussions was that it was "too far north and would never amount to anything."

The Dawn of To-morrow.

Virtue is its own reward, however, and little by little Edmonton got itself talked about. It was the truth following on the heels of falsehood and slander. The travellers who never came here and passed the town up as one of those places on the prairie that just happened and no more, were compelled to come here by the demand for the goods which their firms handled. Then it was that the dawn of to-morrow set upon Edmonton. To come here and see Edmonton is all that the corporation asks, is all that anyone asks who has seen for himself but is not gifted to persuade others of this conviction. Now the talk on the through trains from Toronto to Vancouver is all changed. "Been up to Edmonton lately?" asks one drummer.

"No, not recently," says the other.

"They're running three roads into the town now and will soon have direct lines to the coast." "You don't say," this from the unbelieving one.

"Surest thing you know," continues the other, "and from the way they are rushing into that Peace River district it looks as if that was going to be some town after all."

"Why I am buying property up there," interposes a third man (actually overheard by the writer) "and you fellows want to get wise to yourself and look that place over; it has got anything skinned

in the west at the present writing." As a publicity agent, a travelling man has got them all stopped. He brands a town like a ranchman brands his cattle. That is his brand on Edmonton "The town has got anything skinned in the west."

But how little these emissaries have informed themselves of the place. The cheapest lot in the city is now \$150. The dearest land on the main street brings \$2,000 per foot. Asphalt has been discovered at Fort McMurray that can be brought to Edmonton for \$6 a ton. It has been estimated that there is enough asphalt deposits to pave the country from coast to coast. At present the only asphalt to speak of comes from Trinidad, costing \$40 and \$50 a ton. Oil also abounds in the same neighbourhood and this is only 225 miles from Edmonton. This city will be the distributing point for these products and it is here that the companies will be formed. Someone has aptly said that manufacturers are not philanthropists. They do not establish their plants where there is no market. Edmonton has passed the Christopher Columbus stage. There is ground floor room here now for big industries. It is a case of first come first served. People don't come here to grow up with the town, they come here because the town has grown up.

There are water powers north of here with an estimated capacity of 150,000 horse power. Our coal fields are too well known to need special mention. Our timber lands will provide us with unlimited pulp wood. The earth contains in large quantities copper, iron, salt, petroleum and other minerals. Gold and silver has also been found and an exhaustive search has never been made to ascertain if it does not abound in large quantities.—*Edmonton Journal*, March 18, 1911.

THREE STAGES

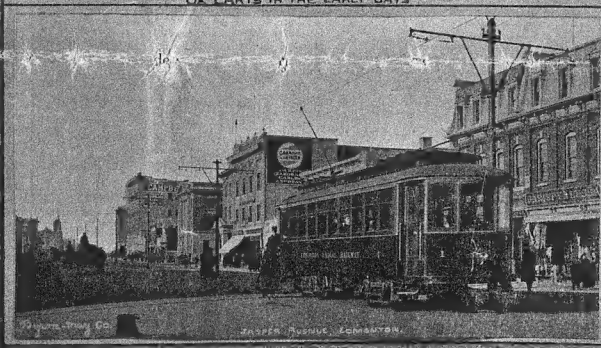
In the Days of
the Old Fur
Traders



The Advent of
the Settler



The Metropolis
Now Developing



Edmonton's Future is Absolutely Assured as the Great Metropolis of Western Canada. Had you bought property within three miles of the centre of Vancouver, Seattle, Chicago, Winnipeg, Toronto or any large city when it was in the same stage as Edmonton is to-day, you could have been in the millionaire class. Fortune offers you such an opportunity now.

IT RESTS WITH YOU.

The Radial Realty Co., Ltd.

(INCORPORATED)

McDougall Court

Edmonton, Alberta